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AR45



COVER: Continental's huge new metal container plant covers more than 8 acres

Located on a 21 acre site and with more than eight acres under one roof, the latest plant constructed by Continental Can Company of Canada Limited will accommodate the 14 production lines now planned and allow for further expansion. In addition to the production lines and warehousing, the plant provides new and expanded facilities for Continental's Customer Equipment Service, Art and Platemaking and Metal Research Departments and the Toronto District Metal Sales Office.

A \$7 million development, the plant is equipped to produce

aerosol containers, soft drink and beer cans and general line containers.

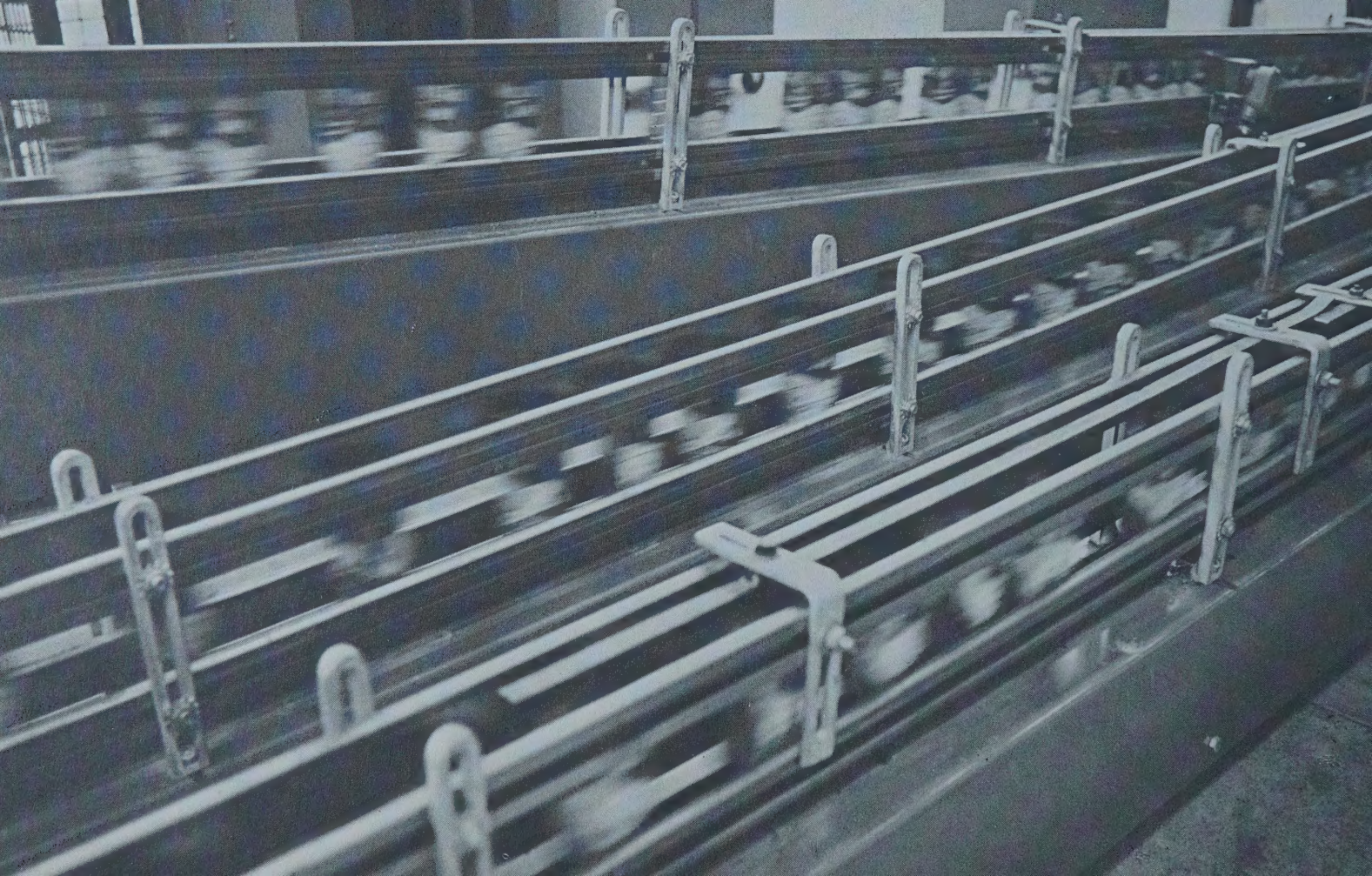
Employing some 400 people—half of them in newly-created jobs—it brings to 20 the number of metal and paper packaging plants owned and operated by Continental Can Company of Canada Limited.

Seven of these plants manufacture metal packaging products—cans, steel containers, vapor vacuum twist-off closures, crowns and aerosol containers—and 13 of them make paper packaging products such as folding cartons, bondware, corrugated containers, paper

containers, gummed tapes, chip partitions and boxboards.

The complete packaging service, which is the watchword of the company's policy and organization, is reflected not only in the diversity of product but also in the services; these include the design and manufacture of packaging equipment, the engineering of packaging systems, research and package design—all in both metal and paper.

It is also reflected in an organizational structure which enables each plant to muster the full resources of the company to the service of its customers.





With the high speed beverage can lines, the plant has a designed capacity of $1\frac{1}{2}$ million beer and soft drink cans per day. In addition, designed capacity for aerosol container production is 700,000 per day.

The beer, soft drink and aerosol container lines have the most versatile can making equipment in the world—and they have been designed to accept new changes as they occur.

The plant, throughout, is designed for high speed, large volume production keyed to the precise time-of-delivery requirements of Continental's customers. However, facilities include less automated opera-

tions for smaller volume production.

The entire can-making process is complete in the plant from the lithographing and coating of the flat tin plate through the forming of the can bodies, double seaming of one end, the application, when required, of special inner coatings tailored to the product, automatic testing and packing.

Throughout the entire process, visual and automatic tests control quality at every stage from the arrival of the steel to the packing of the cans for shipment to the customer. The quality control system even includes automatic tests of the testing equipment itself.

Two views of conveyor system

For a packaging service to be complete it must be concerned with more than the production of the metal or paper container; it must also include the packaging equipment and the system involved in conveying the can or folding carton to the filling operation, the filling itself, closing and sealing, and packing the packages.

This is the concern of Continental's Customer Equipment Service Department which occupies a 36,000 sq. ft. section of the new plant. The CESD has a staff of about 60 specialists in packaging machinery and engineering. These specialists work closely with the company's sales, manufacturing and research people to build, modify and service packaging machines, develop

complete packaging systems and train the customer's machine operators.

Facilities include the offices of the Department's Engineering Group which analyses, from both systems engineering and economic viewpoints, the flow of the customer's product through the entire packaging operation right to the warehouse; the production area where the actual mechanical work involved in the building, modifying or repairing of equipment is performed; and an extensive warehouse facility where equipment and parts are stored. The CESD facilities here also include a massive "bathroom" where equipment returned after lease or for modification is literally boiled before the mechanics take over.

C.E.S.D. modifies customers' equipment





"The finished product" with which Continental is concerned, is not just the completed can delivered to the customer; it is the filled can in the hands of the consumer of its contents. Because of this, Continental must be concerned not only with the manufacture of the containers to specifications, but also with the establishing of the specifications themselves.

This is the broad definition of the work done in the new plant by the District Metal Research Group and by its corresponding group in the Paper Products Division in another Toronto plant.

With its laboratory in the new plant as a base, the District

Metal Research Group does much of its work with customers in their plants. The work falls into five main areas: establishing and controlling container specifications; factors associated with container and product compatibility; evaluating new products and new containers from the viewpoint of packaging technology; providing specialized training in the fields of double seaming, product and can handling, and plant sanitation.

The District Research Groups are set up to provide fast answers to customer packaging problems and are backed up by Central Research in Montreal for longer term or basic research projects.



The words, illustrations and colors printed on the outside of a package represent not only creativeness on the part of the artists, but also a sound knowledge of the requirements of the marketplace. The final artwork represents the best judgment of experts in both fields and it is this final artwork that must be reproduced on millions of packages made from a variety of packaging materials.

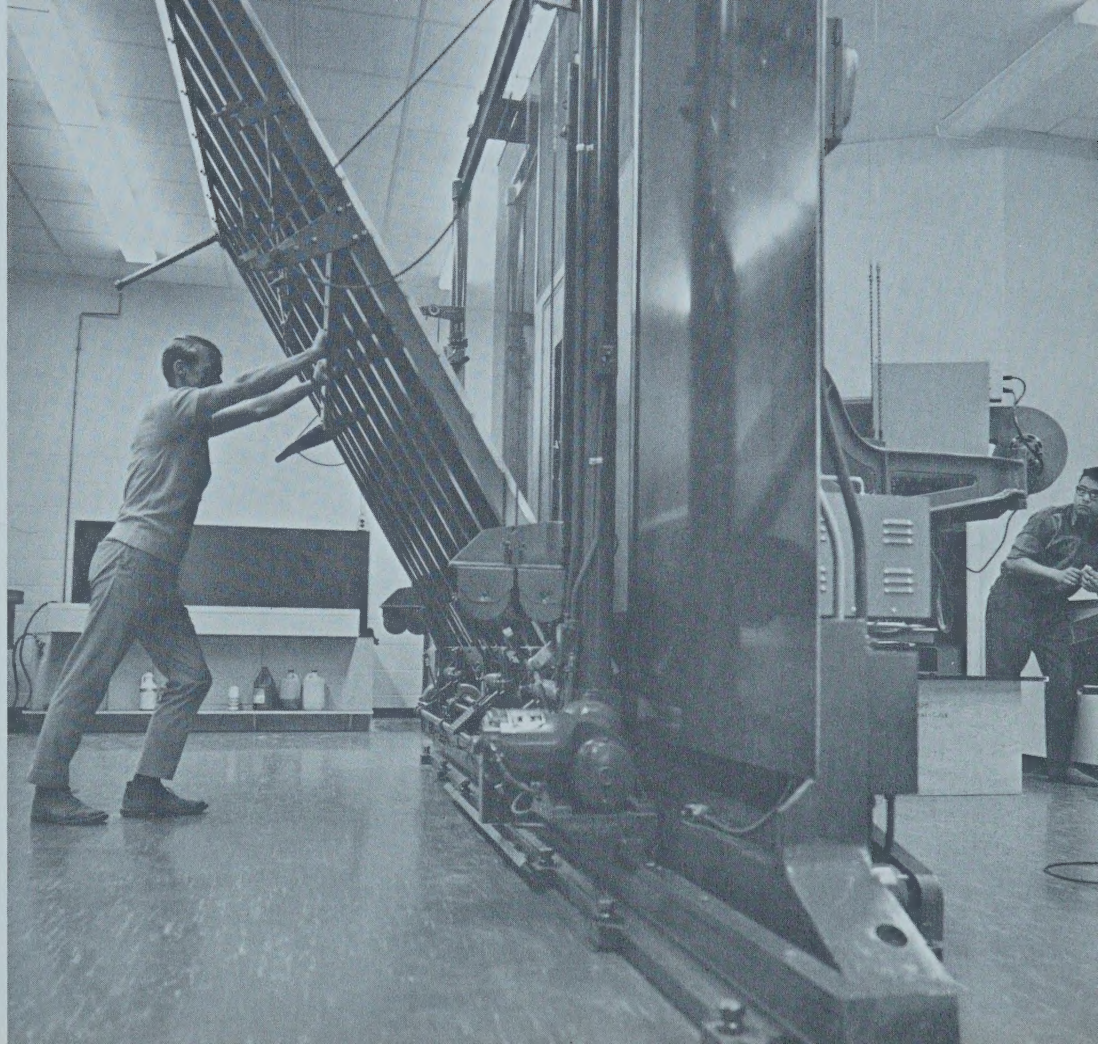
Through the Art and Plate-making Department, Continental provides both creative and technical services to its customers. The creative services include, if required, preparing the original art. On the technical side, the work involves the making of film and

Designers and reproduction artists have special facilities in new plant

plates that will reproduce the original art on either metal or paperboard. It also includes advice, based on knowledge of what happens in the printing and package making process, on how the design objectives can be achieved at the lowest possible cost.

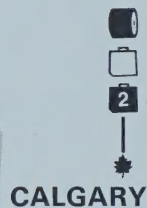
The department, with its staff of 27 designers, reproduction artists, strippers and plate-makers, serves both Continental's divisions—metal and paper products. It is laid out in a "U" shape with the artists' facilities around a central photographic set-up and a platemaking area which includes equipment for photo-composing the aluminum printing plates from film.

*Photo-composing machine
in the Platemaking Department*

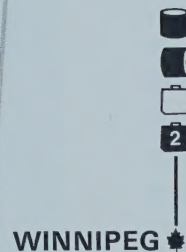




EDMONTON

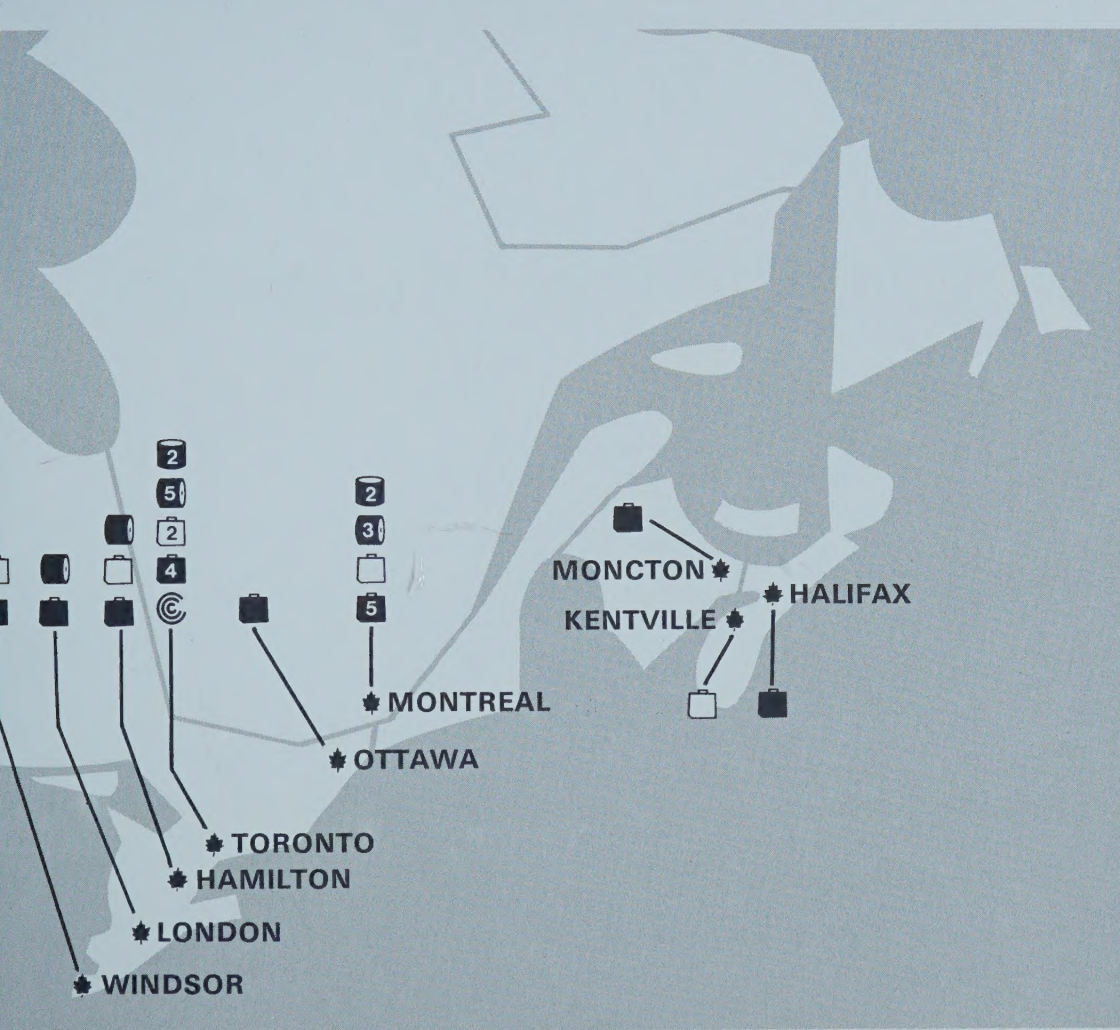


SASKATOON



CONTINENTAL CAN COMPANY OF CANADA LIMITED

Nation-wide distribution of plants and offices



LEGEND

*(numeral represents
number of operations
in area)*



METAL DIVISION
SALES OFFICES



PAPER PRODUCTS
DIVISION
SALES OFFICES



METAL DIVISION
PLANTS



PAPER PRODUCTS
DIVISION PLANTS



HEAD OFFICE

